



Wild, Natural & Sustainable®

The Alaska Seafood Marketing Institute (ASMI), Department of Commerce, Community and Economic Development (DCCED) State of Alaska is seeking candidates for Communications Director.

This position is located in Juneau, Alaska and reports directly to the Executive Director of ASMI. The position oversees a Communications budget of \$900,000 - \$1.1 million and co-manages a Consumer PR budget of approximately \$1 million. The position supervises two full-time staff and numerous contractors.

The Communications Director supports ASMI U.S. and international marketing programs and interacts regularly with the seafood industry, press, state and local policy makers, and the business community. Building grassroots support for ASMI within the State of Alaska and the Alaska seafood industry is a priority.

Responsibilities include:

1. Act as the official spokesperson for the Alaska Seafood Marketing Institute (ASMI) for all media inquiries:
 - a. Provide information on all ASMI programs and resources in response to inquiries by telephone, email or letter for industry, consumers, media and government.
 - b. Write and place press releases.
 - c. Cultivate and maintain relationships with journalists, food writers, editors and policy makers on behalf of ASMI in order to further ASMI's mission and provide accurate information on Alaska Seafood.
2. Assist the Executive Director with legislative requirements for ASMI with the Alaska State Legislature, with the Alaska State office in Washington, D.C. and with the Alaska delegation. This includes research and monitoring of proposed legislation affecting ASMI.
3. Oversee all ASMI in-state public relations efforts and collaborate with the ASMI International and Domestic programs on public relations efforts in the U.S. and abroad.
4. Oversee ASMI social media programs and content development in collaboration with Consumer PR contractor.
5. Develop and execute a comprehensive in-state communications plan for ASMI.
6. Research, develop and deliver presentations for the Alaska Legislature, administration officials, industry members and the general public on Alaska Seafood marketing, ASMI resources and programs.
7. Oversee production of annual report, weekly updates and marketing newsletters.

8. Develop and maintain crisis communications plan.
9. Plan and coordinate ASMI functions as directed by the Executive Director.

This position requires a Bachelor's degree from an accredited college in marketing, communications, English, public relations, journalism or a related field OR a minimum of 5 years' experience in a related field. A background in fisheries or fishery related activity is preferred. Legislative or government affairs experience desirable. Applicant must have the legal right to accept employment in the United States.

Additionally, successful candidates will demonstrate:

- Leadership and team building skills.
- Experience preparing and managing a budget.
- Strong problem solving and decision making skills.
- Ability to effectively communicate; exceptional writing and editing skills and the ability to formulate quick verbal or written responses.
- Good public speaking and presentation skills, as well as the ability to write speeches and craft presentations for staff and industry.
- Comfort interacting with the press; ability to respond to questions in a thoughtful and professional manner that conveys the best of the organization and the seafood industry.
- Working understanding of the Alaska Legislative process and the state budget process.
- Knowledge of the statewide Alaska seafood industry.
- Familiarity with environmental Non-Governmental Organization (e-NGO) positions that affect the Alaska seafood industry.
- Experience working in communications for a fast-paced, multifaceted organization with working understanding of the internet and digital media.

State of Alaska Executive Exempt (XE) range 24F – 27F wage and benefits. Starting salary begins at \$117,371 - \$135,584.

Please submit resume, three (3) references and a cover letter outlining your qualifications as they relate to the above job description to: hire@alaskaseafood.org.

Your cover letter must identify how you meet the minimum qualifications as well as address your knowledge, skills and abilities as they specifically relate to the position responsibilities outlined above. Your cover letter will be considered as a writing sample and will be used to determine which applicants will advance to the interview phase.

Applications must be received by 3 PM AKST May 1, 2023.

ASMI is an Equal Opportunity and Affirmative Action employer.